

AGENDA
MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
DISTRICT II ADVISORY COMMITTEE
REGULAR SESSION TUESDAY, APRIL 25, 2006
6:00 P.M.
LOWER KEYS CHAMBER OF COMMERCE

A. CALL TO ORDER

B. ROLL CALL

C. AGENDA

1. Additions To and Approval of the Agenda/Bulk Items

D. APPROVAL OF THE MINUTES

1. January 31, 2006 Regular Meeting Minutes
2. March 7, 2006 Workshop Meeting Minutes
3. March 2, 2006 TDC Meeting Minutes - FYI

E. BUDGET:

1. FY 2006 Budget
2. Three Penny Revenue Report
3. Consideration and Action re: FY 2007 Budget

F. DISTRICT II PUBLIC RELATIONS:

1. Monthly Report from SNA

G. DISTRICT II ADVERTISING:

1. Advertising Update
2. Consideration and Action re: Additional Media FY 2005/2006
3. Consideration and Action re: Preliminary FY 2006-2007 Media Plan

H. MARKET RESEARCH:

1. Smith Travel Research Report – FYI

I. CHAMBER REPORT:

1. Visitor Information Services Report – FYI

J. WEBSITE:

1. FloridaKeys.Com – FYI

K. OLD BUSINESS:

1. Update re: Blue Angels in Paradise – FY 2006 Funding

L. NEW BUSINESS:

1. Update: Umbrella Report
2. Update of April 11, 2006 TDC Meeting
3. Consideration and Action re: VIS Scope of Services
4. Workshop: Destination/TurnKey Event Funding

M. GENERAL DISCUSSION

N. ADJOURNMENT

PLEASE ADVISE THE ADMINISTRATIVE OFFICE IF YOU ARE UNABLE TO ATTEND THE MEETING AT 296-1552 OR 1-800 648-5510.